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EXTENSION SERVICE

REVIEW

U.S. DEPARTMENT OF AGRICULTURE * OCTOBER 1969



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PROGRESS THROUGH PEOPLE



The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

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Secretary of Agriculture

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EXTENSION SERVICE

REVIEW

Official monthly publication of Cooperative Extension Service; U. S. Department of Agriculture and State Land-Grant Colleges and Universities cooperating.

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How hard does your county fair work?

The institution of the county agricultural fair predates the Constitution of the United States. It was established originally as an educational medium for farmers and farm homemakers. From it they learned what a prize calf, horse, potato, and grain looked like. The homemakers learned what a well-made garment, cherry pie, and other products of the kitchen looked like. Silently the onlookers admonished themselves to go home and do likewise.

The county fair served and continues to serve well the educational functions outlined above. But in these days when fewer and fewer people have a natural appreciation for agriculture by being brought up on the farm, the fair is in a unique position to serve an additional function. It can help to impress upon the non-farm public the role of agriculture in our society and the contributions it makes to the U.S. economy.

The fair attracts a great deal of attention from non-farm people. It is the vehicle where many non-farm boys and girls learn that the original form of steak is neither rare, medium, or well-done. They may also learn that the original container for milk is neither glass nor cardboard. Neither of these bits of information contributes much to an overall understanding of agriculture. But with the animals and other exhibits to attract the non-farm audience, the fair can get across many subtle messages to help develop a healthier appreciation for the role of agriculture in the United States.

Your 1969 fair is probably over. Now is a good time to review it with the idea of making the 1970 fair better while the strengths and weaknesses of the one just past are fresh memories. It is also a good time to survey opportunities to make the fair more communicative and serve the educational needs of the non-farm audience as well as provide it an interesting family outing.—WJW

by
L. C. Hamilton
Extension Information Specialist
Clemson University

Teenagers' gardens upgrade family diets

Although reports of malnutrition continue to crop up in South Carolina, residents of Edgefield County's Pleasant Lane community want no part of them.

Their family diets are being improved by the labors of a dozen teenage boys who are harvesting bountiful supplies of beans, cucumbers, corn, okra, tomatoes, and squash.

Most of these are going directly to their family tables, but some are being canned and frozen.

The vegetables are the products of 12 adjoining gardens, promoted by Clemson's Extension staff in Edgefield. The idea is a brainchild of Curtis Tuten, associate county agent.

"With all the other things going on, I couldn't possibly meet all these boys on an individual basis. But since the gardens are adjoining, we can get together as a group," says Tuten.

Assembling the group for instruction on fertilization and insect and weed control is easy. Tuten simply calls William T. Fuller, 16, who is one of the leaders. Fuller rounds up the other boys, who range in age from 11 to 16.

Key workers are Pearl Fuller, Extension program assistant; Mamie Rearden, field worker, local neighborhood referral center; and W.D. Butler, local leader. They live in the community. J. W. Gilliam and Dorothy Herlong, leaders of the county Extension staff, give their support.

Tuten says benefits of the project are greater than the value of the vegetables being provided, and the improved nutrition.

"The knowledge and skills the boys are getting won't be forgotten. This knowledge will mean a lot to the boys and their families in later years," says Tuten.

Most of the boys had never used chemical herbicides and insecticides, and had never really learned the fine points of fertilization or plant disease diagnosis. Most knew how to use hand tools, but they had to learn to use the push plow, mix wettable powder, and use the pump-up sprayer.

"After this," believes Tuten, "they'll make pretty good gardeners. And they'll be able to transmit their knowledge to others."

Mrs. Fuller was a real help in the organized effort. She is one of the eight program assistants in Extension's expanded food and nutrition education program in Edgefield County.

"Having someone located in the community to motivate, teach, and organize is a big help in our work," says Tuten, who has a wide range of countywide responsibilities.

Several local businesses donated materials for the effort. 4-H Clubs donated the tomato plants and the push plow. And W. D. Butler allowed the boys to use his land.

Tuten believes this teaching technique can be successful in other Edgefield communities, and perhaps in other counties.

The love of gardening, like a seed, can produce fruits. The most beneficial of these, Tuten believes, are fruits of knowledge. □



More vegetables for their family tables are being provided by a dozen boys in Edgefield County. From left to right are five of the boys; Pearl Fuller, Extension program assistant; and Dorothy Herlong, Curtis Tuten, and J. W. Gilliam, of the county Extension staff.

Bob Colvin of Eden, Graham County, Arizona, is a college student who does his homework so intently you'd think it helps pay his bills.

It does.

Like other Arizona farmers and ranchers in the University of Arizona Cooperative Extension Service's farm management classes, Colvin will tell you the time he spends in the classroom makes money (or avoids losses) just as surely as harvesting the crop.

"If every farmer had exact records, they could have better management and make more money. Otherwise, a farmer can go broke and not know it," said Colvin.

Colvin says he has learned exactly what is happening on his farm.

His homework consists of applying information gained from classroom lectures and questions to his own farm operation. Abstract economics quickly become reality as Colvin makes his decisions based on the facts. This earthy approach by Extension and the farmers is credited with much of the program's success.

The classes are not necessarily limited to the UA campus in Tucson. They are held at various locations throughout the State, wherever it is convenient for the farmers.

Alerted in advance as to the nature of the course, the farmers come armed with their present, usually outdated, records. Soon, they are making a switch, and many a shirtpocket system goes out the window.

All roads in the class lead to and from the computer, which has come to the farm at a time when more farms reportedly fail because of poor management than lack of knowing how to grow the crop.

Along with the computer has come a new language, including such phrases as "electronic data processing," "E-MAP," "computerized farm management," and "linear programming." This trend has progressed so far that the average city man no longer understands much of what the farmer says.

The new language of the soil has

gotten a swift boost from Extension, which moved into computerized farm management to help farmers meet the challenge. Dr. Ramon W. Sammons, farm management specialist, conducts the courses.

Here is what a few other Arizona agriculturists say of the program:

Pima County rancher John W. King—"I've learned more practical, useful knowledge about farm management in these six sessions at the University of Arizona than I had learned in all of my prior training."

Fertilizer firm manager Ed J. Schur of Marana—"This training is a big asset to me in helping other farmers make management decisions. I know one man who replaced \$25,000 in hand labor costs with \$7,000 worth of chemicals such as weed killers. Proper management records can isolate situations like using \$12 for chemicals to replace \$40 for weed chopping."

Max Green, who grows cotton, sugar beets, alfalfa, and grain sorghum—"I didn't really know how many hours I was putting in on my tractors until I took the farm records course. I learned that my bigger, more powerful tractor was saving me money in spite of the fact it was using more fuel. A machinery time study I made as part of the course showed me how much work each tractor ought to do."

Walter Foote of Safford—"I've enjoyed the training, and I've learned plenty in it. The most important thing is that it made me take a closer look at my farm operation and analyze it."

Pete Brauley, manager of a ranch in Graham County—"I've learned much useful information in this course. Getting deep into the homework increased my interest in the course."

Ted Larson of Solomon—"This linear programming will, I think, make or break us farmers in the future."

Bob Colvin, right, and Mrs. Colvin, surrender their shirtpocket records to Dr. Ramon W. Sammons, Arizona Extension farm management specialist.



Electronic data processing

aids Arizona farmers

by
Clay Napier
Extension Information Specialist
University of Arizona

John L. Sears, county agent in charge in Graham County, summed up the situation in these words: "One of the big benefits of this is that it spreads the idea that there is a precise and orderly way to run a farm and that it pays off in dollars and cents."

"The computer can tell how much

of which crop to grow for maximum profits. It can give all of the alternatives available to the farmer at the speed of lightning," said Sammons.

David A. Brueck, Extension farm records specialist and one of the pioneers in the farm computer field, tells of the experience a Casa Grande farmer had with the program after

Guided by Extension farm records specialist David Brueck, the computer system tells farmers such things as when a cow quits making money, what crop to grow, and when to fertilize.



otherwise failing to figure out on his own why his cotton profits were so low.

Fed a solid diet of information, the computer quickly isolated water costs as excessive. Further checking revealed that his natural gas pumping units, which supplied water for more than 400 feet of irrigation, were faulty and using more fuel than the average.

In the blink of an eye, the computer had found the culprits.

"As a result of pinpointing the problem, the farmer was able to negotiate with the landowners, and they agreed to replace his pumping units and lower the cost of his lease," said Brueck. "He was a good farmer and the landowners wanted to work with him to keep him on their farm."

"The result," added Brueck, "was an approximate \$12,000 drop in the farmer's cost for the same production the following year. This was added income in his pockets."

In another situation, near Florence, said Brueck, a hog producer was not making any money on his animals. The computer ferreted out excessive feed costs. The farmer then bought a custom mixed feed which cost \$30 a ton less than the feed he had been buying.

The farmer also changed male hogs, bringing in new breeding stock. Consequently, he received a profit of about \$4 per hog on the 2,000-head-per-year operation.

Arizona's Extension farm computer program, which has won recognition throughout the Nation, was born in Pinal County. Things began to happen after three farmers there approached County Agent Charles E. "Chuck" Robertson on the subject back in 1958.

The farmers wondered whether their records could be processed by the computer to help them in making farm management decisions.

Robertson reckoned they could and proceeded to lay the groundwork for the program, which caught on and continues to grow in popularity among the State's farmers and ranchers. □

Landlords—a growing audience



What are the ingredients of a happy agricultural landlord-tenant relationship?

Although tenant farming has always existed to some degree, this question has assumed new economic importance in recent years.

As even the most efficient farmers come to grips with the inevitability of increasing the farm size in order to achieve or maintain financial success in agriculture, the economic significance of rented acreage increases.

By being able to lease highly productive land, the potentially prosperous farmer can make the needed transition. Otherwise, he might even be forced off the farm by his inability to purchase the necessary land.

The significance of the landlord-tenant relationship was particularly evident to Hugh Reinhold, county Extension administrator in Porter County, which is located in northwestern Indiana.

Working in a historically rural county which is now giving up its northern end to urbanization and industrialization, Reinhold could see firsthand the need for better understanding between the growing number of agricultural landlords and tenants.

Jobs in industry have taken many rural families out of farming, while those remaining in farming are confronted with the need to get bigger or get out. Although some of the landlords had themselves farmed previously, they did not fully appreciate the new demands recent changes in



Immediately above, Aaron Schmidt, left, area Extension farm management agent, discusses some broad management recommendations with two Porter County landlords. At top, landowner Robert Benton, left, talks over his needs with Extension staff members Hugh Reinhold and Aaron Schmidt to help them in planning the series.

agriculture are making upon farm management.

Other landlords, who had bought up available agricultural land for investment purposes because of the rapidly developing industrial complex, had expressed concern about the annual return from farming, even though their primary objective was anticipated growth in the value of their land due to nearby industrial development.

Insecure feelings had developed between some of the landlords and tenants. Reinhold saw that the real need was for the landlord to learn what he could reasonably expect from a tenant and for the tenants to feel that the new farm problems created by technological change were fully understood by the landlords.

Reinhold's observations led to organization of a committee of landlords and farm personnel. This committee held two meetings with Reinhold and Aaron Schmidt, area management agent.

Committee members understood the agricultural problems which were encountered by landlords and made recommendations on subject matter to be taught. Then each committee member was contacted individually to give his viewpoint on details in the outline for three evening meetings.

Priorities for teaching landlords were established as follows:

To give some emphasis to the importance of landlord-tenant communications and how this could affect profits of both parties.

by

Aaron K. Schmidt
Area Management Agent
Marshall County, Indiana

To teach some fundamental farm business organization principles applying to the landlord as well as to the farmer.

To create an understanding of farm management problems so landlords would be motivated to learn more about technology but not to become farm managers or try to learn the many details in technology.

The committee felt that the landlords should become aware of the agricultural services available and how to utilize resource information.

It was decided that no one subject or enterprise in agriculture should be discussed except to give a summary on crop production.

It was agreed to start the series of three evening meetings by enrollment. Names of landlords were obtained from lending agencies and farm management services. The letter of invitation with an enrollment card was sent to 73 landlords.

A variety of literature from the Extension Service was made available for the people to pick up at each meeting. Refreshments were served during a short intermission.

Most of the presentations were outlined and presented on the overhead projector, so people could get a visual impression. An attempt was made to start each subject with some questions to stimulate audience thinking. A summary of the questions and answers were written on the easel or blackboard to help lead into the presentation.

It was difficult to get much discussion during the first evening. The instructors, in fact, did not know if they were reaching the people. During intermission and after the second meeting, however, some of the people stated that their lack of response was due to their need for a better understanding of the subjects being discussed. They stated that the language was new to them and that is why they came to the series of meetings.

The last evening, devoted to landlord-tenant relationships, got the biggest response. In the future, this topic may be presented first to encourage more active participation in the series. At the beginning of the last meeting, each participant was asked to write on one side of a paper a problem he had with his tenant or in their agreement, and on the other side a statement on what he had expected to get from the meetings.

These statements were then summarized by the county administrator for presentation by the area management agent. The questions and statements related closely to what was

in the outline and made it possible to make the evening program more personalized. The questions and statements were unsigned to avoid any embarrassment and also to get full cooperation.

The Extension personnel involved feel this series of landlord sessions was successful in helping Extension reach an important new audience. A total of 33 individuals were contacted or reached in the three-part series. The names of those who attended any of the meetings were put on mailing lists to receive regular mailings such as "Economic and Marketing Information".

All those attending the last meeting expressed their personal appreciation and said that the sessions were interesting and informative. Several of the landlords have since been to the county Extension office for additional information on farm leases and specific details on production practices. The indications are that the county agent was accurate in his appraisal of the landlord-tenant problem, and the need for Cooperative Extension help. □

A chance remark can spark a whole community to a flurry of activity.

"Wouldn't it be great if the Talbot County Agricultural Center had cabins for camping?"

This is just about how quickly the idea took hold in this Maryland Eastern Shore county. In less than a year, five bright, new, clean concrete block cabins were "home-for-a-week" to nearly 100 young people.

And before the last brushful of paint was splashed on the last cabin, all the bills were paid, a tidy sum for maintenance was in the bank, and not a cent of tax money had been spent.

How does a community go about getting everybody involved?

"There has to be a spark plug," says Charles Broll, a post office employee and 4-H parent. "Ralph Adkins, the 4-H and youth agent, was that spark plug, but the whole community caught fire."

Broll was chairman of the painting committee, but also helped with the fund drive and turned the first shovelful of dirt. "Young and old alike smeared paint," he said.

Richard Stinson, who works for the telephone company in Easton, the county seat, also gives Ralph a lot of credit. "People like him. His enthusiasm draws people in and gets them involved."

Ralph Adkins himself says, "This project would have been worthwhile even if we had never occupied the cabins. People who never helped with anything before came out and worked. August Behrens, our carpenter, donated all his labor on the first cabin, and gave us a real bargain on the other four."

Behrens, a retired contractor's foreman, said, "People donated their time, and that made it enjoyable."

At the first meeting, Mrs. James Spencer volunteered to help in any way "except on the fundraising." But after some gentle "arm twisting" she agreed to take the fundraising job.

Would she do it again? "I'm ready to start tomorrow," she says.

What caused this turnabout? What happened in this mostly-rural county on the shores of the Chesapeake Bay?

Ralph Adkins tells it this way:

In 1965, six organizations formed the Talbot County Agricultural Center, Inc. They bought an 18-acre tract of scrub timber and weeds and began a campaign to raise local money for a 40- by 100-foot building. In the summer of 1966 the building—including kitchen, shower rooms, and toilet facilities—was completed for about \$70,000.

The camping facility is strictly a 4-H project, but is a part of the Agricultural Center.

"Interest in camping was high enough that we thought we should have permanent cabins," Adkins says. "We talked about it all summer and fall, but just didn't get anything started."

At a February 4-H leaders' meeting to introduce a new 4-H agent, Mrs. Jean Baker, the subject of cabins came up again. There seemed to be agreement that the cabins were needed, and the leaders were in favor of trying.

They appointed a committee, which investigated the situation and reported back in favor of building concrete block cabins.

Then things began to happen!

In March, one 4-H Club sponsored a square dance—all proceeds to go to the cabin fund. So many people turned out that they had to take turns on the dance floor. And the cabin fund had a total of \$125.47.

A few days later, Mr. Behrens offered to build the first cabin.

A prominent Talbot County woman visiting the Center asked what other projects were underway. When told about the cabins, she said, "I like camping for young people. I'll build the first cabin. How much do you need?"

With this much incentive, the fund committee really began to move.

On May 1, Mr. Behrens drove the stakes and a crew of volunteer



4-H cabins unite a community

by

Jack Owen
*Information Specialist
University of Maryland*

laborers began digging the foundation for the first cabin.

"We had enough money to build one cabin," Ralph recalls, "but we started five before the first one was finished."

What would have happened if the contributions hadn't come in? "We just never thought about that," says Mrs. Richard Stinson, secretary of the fundraising committee.



4-H'ers, above, load blocks on a pickup truck at the "block party." The girls at left are painting the mortar between the blocks so others with wide brushes can cover the blocks faster.



All of the 4-H Clubs contributed to the fund. One club held bake sales; one sold refreshments at farm auctions; one sold miscellaneous items such as aprons and potholders that members had made.

The County 4-H Council parked cars and sold refreshments at a co-operative picnic; the county All Stars served a meal; another club had a square dance and pie auction; and

one girl contributed her entire summer's babysitting money.

By May 16, the fund drive was well on its way. To be sure every 4-H'er was involved, a "block party" was organized. Each 4-H'er was urged to buy a concrete block for 35 cents (three for a dollar) and carry it to the cabin site.

Nearly 200 of the county's 214 members took the advice. They

bought enough blocks for one complete cabin. This cabin will be painted 4-H green, and a plaque will list the names of all members who bought a block for "their" cabin.

"Our fund drive was scheduled to run for a month," Mrs. Spencer said, "but within 3 weeks we had \$5,000 and called a halt."

"We paid all bills as they came in," Ralph remembers. "We never ran out of money."

While cabins were growing out of the rich woods dirt, Ralph was not idle. In addition to helping with the construction, he was on the lookout for furnishings.

"I contacted Mr. Conrad Liden, assistant to the Dean of the College of Agriculture, and he put me in touch with the surplus property section. We got 10 beds and a bureau for each cabin."

Choptank Electric Cooperative donated a large security light and "settled" the poles for the electric lines. The electricians furnished all supplies at cost and donated some of their labor.

By August 12, all five cabins were complete, and 23 boys moved in for 4 days of camping. The next week, 31 girls had their turn.

But just whose cabins are they? Do Talbot Countians look on them as Ralph Adkins' cabins?

"They're OUR cabins!" everyone proclaims.

"Our daughter feels that she owns a share in them," says Mrs. Spencer.

"Both our daughters have a personal interest in the cabins," echoes Mrs. Stinson.

"I hope that more groups will use the cabins," Mrs. Spencer adds. Maybe most people think they are only for 4-H members, but many other groups could use them—and we hope they will."

Ralph Adkins summed up his feelings like this: "I'm sure those cabins will be kept in good shape for many years, because so many young people had a part in putting them there. This is my hope for the future." □

A step toward independence . . .

Oregon's project 'RISE'

Potato chips and ice cream in the grocery basket may not be cause for exhilaration to the average American family. But to a mother of two who has just received her first paycheck after several years on welfare, this is splurging to feed their souls as well as their bodies.

Through the help of the Oregon Extension Service, many mothers who were receiving Aid to Dependent Children have gone off welfare rolls and onto payrolls of hospitals, motels, nursing homes, and other firms.

A project called RISE (Reach Independence through Self-Employment) is a joint effort of Extension and the State Public Welfare Commission. The overall goal of the training program is to help welfare women take the first step toward independence.

For some, this step consists of a full-time job. The biggest step some of them can take is part-time work or on-the-job training. Others realize they must have high school equivalency in order to prepare for the work of their choice. The welfare caseworkers say the women would not have been motivated to go to school or work without the RISE training.

At the outset, it was expected that most of the trainees would do housework and be self-employed. As the program developed, however, other possibilities became evident. The women like the name RISE—it seems to give them a “lift.”

This is the way the project works:
The State Public Welfare Commis-

sion contracts with the Cooperative Extension Service to train up to 20 welfare clients with Non-Disabled Vocational Rehabilitation funds.

The county welfare office, responsible for recruiting trainees, selects women who are not qualified for other types of training and generally are not motivated toward employment. One welfare supervisor described them as “stay-at-homes.”

The Extension Service employs a home economist to work full-time for the duration of the project. Two aides and a half-time secretary are hired from the welfare rolls. Aides receive 2 weeks' training prior to the beginning of the regular training.

Trainees spend 6 weeks, 5 hours a day for 5 days a week, in training.

To keep the training informal and different from school, a vacant home is used as laboratory and headquarters. In addition to housekeeping methods, the women are taught grooming, family relationships, food buying, nutrition, use of plentiful foods, clothing selection, time and money management, good work habits, and how to secure and effectively perform a job.

Actual classwork is kept at a minimum, and the emphasis is on action. Trainees thoroughly clean the training center, which they refer to as “our house.” Then they clean each other's homes before being assigned to a homemaker sponsor who is an Extension unit member.

They acquire additional skills at their sponsors' homes. Sponsors have

been instructed to work along with them and compliment work well done. They are teachers on a one-to-one basis and send an evaluation of the trainees' work to the agent.

In the meantime each trainee has a free hair styling through the cooperation of a beauty school.

A lesson on clothing selection includes a trip to a local store to select foundation garments. The small clothing allowance, provided in the training budget, also permits buying suitable work clothing at thrift shops.

Then they are ready for work experience at cooperating nursing homes, hospitals, motels, day care centers, and similar establishments. Each trainee works from 10 to 12 days to get experience in two or more types of work and to build up her self-confidence. Often these prospective employers hire the trainees as soon as they have completed the RISE project.

Aides help in transportation of the trainees, supervise their work experience, and assist the agent in various ways. They also make home visits to check on absences. Many would-be dropouts are kept in the training through the work of the aides.

To say that trainees are reluctant to attend at first is an understatement. Therefore, the class sessions stress attitudes. Discussions arise from various sayings such as “They conquer who believe they can.” “We cannot choose what comes to us; we can choose how we meet it.” “Years wrinkle the skin, but to give up en-

thusiasm wrinkles the soul." These and others are posted on the walls of the training center.

Group experience is of utmost value to trainees. Many friendships are made. They learn that they have similar problems and often help each other. One woman who had reared 11 children made two dresses for a fellow trainee. Other talents are discovered. Some are adept at setting hair and help others who lack the knack.

The climax of the training program is graduation day. Certificates from Oregon State University are presented to each "graduate." Their families, cooperating Extension unit members, welfare caseworkers, county commissioners, and Extension workers attend.

One or more of the trainees tells the audience what this experience has meant to her. Here is part of what one woman said:

"We can't really tell you exactly what the RISE program has done for us. You have to know how we feel in our hearts. In the past 6 weeks we have found we are capable of doing things we weren't even aware of.

"We were used to staying home all the time, and like myself, I had no education or experience. We more or less found ourselves giving up until we found out about RISE. It is really rewarding to help others and learn and not expect to get paid for it.

"We do have lots of pride, but we really didn't have much of a way to prove it until the last 6 weeks. RISE has opened our first door."

This 28-year-old mother of two is now working part-time while she goes to school to get her high school diploma. On her own initiative she wrote to the State Welfare Administrator and the Governor of Oregon to tell them what RISE meant to her.

Her letters were effective in helping expand the RISE program. One county has trained three groups, and three other counties have each completed training for one group to date.

All but a few have taken a step



RISE trainees gain work experience at a nursing home where a registered nurse demonstrates bedmaking.

forward. A welfare representative and the employment office cooperate in placing the women. One lady who took a full-time job in the housekeeping department at a hospital was a little discouraged after the first week. Her children wouldn't let her quit. They were proud to have a working mother. She is still on the job and eligible for a raise.

This is typical of most of the trainees. RISE has given the entire family a boost in self-esteem and a positive attitude toward themselves and the future.

Housekeeping and other starting jobs are not high paying, of course, but these women have one foot on the first rung of the ladder and are reaching for the next. □

Disposing of a problem

Extension helps set up
garbage collection service

by
Kenneth Copeland
Extension Magazine Editor
Auburn University



Great things often happen when people sit down and discuss their mutual problems. People in Calhoun County, Alabama, are convinced of this.

Countywide garbage disposal was their concern, but not any more.

The garbage problem was pointed out at an Extension Service Council meeting in February of 1968. And when the full extent of the problem was known, someone said, "Let's get the ball rolling." The county commissioners said that the county would defray the expense.

A three-phase plan of action was developed: an educational program; county government providing facilities for garbage collection and disposal; and a countywide cleanup campaign.

"Now," says County Extension Service Chairman A. S. Mathews, "every rural household in this county has a container within 3 miles where they can empty their household garbage. The service was started in June 1968. The 'sore eye' spots along the

roadsides where people once emptied their garbage have been eliminated, too."

Joey Urso, a user of the service, said, "That garbage disposal service is the finest thing that has ever come our way. I use it every day and so do about 25 others."

Located throughout the county are 45 containers—each holding 8 cubic yards—for people to use in emptying their household garbage. The Calhoun County Commission signed a contract with a private sanitation company to empty the containers twice a week, or more often if needed. Two spots are picked up daily.

Garbage is hauled to existing city dumps at Anniston, Jacksonville, Oxford, and Piedmont. The sanitation company also polices the container sites for litter dropped by the cleanup crew or for unauthorized littering. They spray the containers and adjacent area with germicide-insecticide solution.

Cost of service—renting and emptying containers—which the county pays, runs between \$30,000 and \$35,000 a year.

Based on the amount of garbage picked up—half a million gallons a month—it is estimated that half of the county's 105,000 rural people are using the service.

Rural families who want their garbage picked up at their homes can get this service by paying \$2 a month. More than 1,500 are so doing.

"In my 30 years as an Extension worker," said Mathews, "I have never been associated with a program where as many people were involved and you had as much cooperation as we have had.

"This program has brought everyone—county and eight cities and rural and urban people—closer together. Not only will the development of this close working relationship pay off in this project, but I pre-

Below, Goode Nelson, left, Extension farm agent, and W. W. Roland, owner of the sanitation service, admire the sign on the garbage truck urging people to keep the county clean. At left, a Calhoun County resident uses one of the county's 45 disposal containers.



dict that it will reap great returns on future projects."

"In the beginning," said W. T. Ponder, county Extension council chairman, "I expected this project to go over, but not to the extent that it has. I think its success is due to the extensive educational program that was conducted and is still in operation plus the cooperation of everyone and the various organizations in the county."

An awards program and luncheon is planned to recognize those who have made outstanding contributions.

Mathews and his Extension Service staff, working closely with county officials, the county Technical Action Panel, and community leaders, directed the educational program.

Let's take a close look at how this project got organized and how it continued to operate:

To determine the exact extent of the problem, a countywide mail survey was conducted. Each person was

asked to list five good and five bad things about his community. First on the list of bad things was garbage disposal—unattractive sites along roadsides. Then, each person listed five leaders in his community.

"When this information was in," said Mathews, "the Extension Council selected anywhere from 8 to 20 leaders per area. Then each group met, selected the site, and elected a contact person."

The council decided that the sites must be easily seen, public places acceptable to large numbers of people and be safely accessible from the highway. Also necessary was oral permission of the owner for use of the sites.

The contact persons check the container regularly and if at any time it becomes full, they call the sanitation service.

There have been several other helpful effects of this program.

An educational program was con-

ducted to make people aware of keeping the county clean. Children in the 30 schools in the county got individuals of all ages to sign a commitment called "My Proclamation" that they would not throw out litter. More than 25,000 people signed the commitments. Each school was given a certificate for participating. Each city in the county and the State Highway Department also put on litter collection campaigns.

The State Highway Department in the county conducted a special campaign to clean up sides of highways.

Before this project began, rural people were forbidden to carry anything to the city dumps. Now, they can dispose of old appliances and other items which they can't put in the garbage containers.

Beautification projects are also being planned in rural communities.

Working together, as in this Calhoun County example, people can solve their mutual problems and make their area more livable. □



In the kitchen of their new community center, Mrs. Irene Schrader, right, Wythe County Extension home economist, and Barren Springs homemaker club members review suggestions on selection of small electrical appliances.

Working together—a new experience

by

Mrs. Irene Schrader
Extension Home Economist
Wytheville, Virginia

A small road sign on Highway 100 is the only indication that one has been to Barren Springs—a small community nestled on the eastern boundary of Wythe County, Virginia.

At the crossroads just over the hill is a small community school no longer used for classrooms. Today, the building is the Home Demonstration Community Center for all the neighborhoods in the area.

When the school was closed in 1960, the club purchased the building from the County Board of Education in order to establish a community center.

The recorded deed states: "The home demonstration club shall have complete control and shall dictate how this building will be used. If the home demonstration club ever ceases to

exist, then the Wythe Board of Education must be given first priority before sale of property. . . ."

The determination of the faithful, small club membership made it possible to raise funds for increased expenses in building upkeep such as taxes, fuel, lights, and repairs.

The club's first goal was to provide recreation for the community youth. They provided meeting facilities and adult supervisors for such youth get-togethers as cookout suppers and teen dances. They also sponsored community pot-luck suppers, family reunions, birthday parties, and bridal showers.

Fire soon brought tragedy to the Barren Springs community—the local Methodist church burned. The club

extended an invitation for the church services to be conducted in the community center. For 2 years, the building was a temporary church. The club members said, "We are just fulfilling our roles under the Homemakers' Creed."

Today, a modern brick church replaces the old wooden structure, thanks in part to the recommendations of C. D. Wheary, Extension housing engineer.

During the 1968 Christmas season, a young family with several children lost their home in a fire. Assistance was not available from fire departments in neighboring counties; when the nearest volunteer fire fighters arrived, it was too late to save the home.

Seeing the need for a community fire department, a committee of homemakers club members and other concerned citizens came to the Extension home economist for help.

Community organization was almost an immediate result. A community volunteer fire department of 35 men, and a women's auxiliary of 31 women are now established. They are actively promoting the purchase of a fire truck and are constructing a building on the community center lot. Since January, more than \$1,000 has been raised by the people working together for the first time.

The Barren Springs volunteer fire department has received:

—ladders from the Roanoke Fire Department.

—fire fighting tools from the Virginia Forestry Service,

—a new electric range for the center from the Appalachian Power Company,

—and demonstrations by the Pulaski Fire Department on emergency life-saving practices.

The Extension home demonstration club, for many years the only organization in the community, has proved its vital role in community development. With the help of the county and State Extension staff, the members have helped Barren Springs develop a unity of purpose. □

Doing
radio spots?

Try cartridges

by
George K. Vapaa
County Agricultural Agent
Kent County, Delaware



George Vapaa, Kent County agricultural agent, uses the facilities of a local radio station to tape one of his weekly cartridge spots.

Spot radio is fun and valuable. I rate it just behind my weekly news column as a means of doing a mass media job.

But what is the best way to prepare radio spots? In our county, cartridge tapes, rather than reels, have been the answer.

Cartridges save the announcer time because he does not need to cue in on a tape holding several spots. This can be especially important if you happen to be commercially sponsored.

My cartridges circulate among three stations on a weekly basis. Each cartridge has three spots of about 3

minutes each, which is as long as a spot should ever be, unless it has unusually broad appeal.

The cartridge holds 10½ minutes of tape and is larger than the usual station advertising or home stereo cartridge for two reasons: mechanical problems are less because there are fewer sharp bends, and there is less chance of a mixup at the station because they keep fewer large cartridges on hand.

Our stations like us to make the tapes at their facilities; the station I use is a little over 4 miles from town. I usually prepare for 2 weeks at a time, generally between 9:30 and 11 a.m. on a Monday or Tuesday. This fits the station's use of taping equipment.

I start with six ideas, three for each cartridge. At least one of the items has a general homeowner appeal. I work from scratch notes and only read if I'm quoting. If you can't explain the material in your own words, don't try to use it.

Most spots should follow the same basic format. Introduce the topic to draw interest, and immediately identify yourself for credibility. Justify the pitch with facts, and close in the last half minute with a course for action.

You can say a lot in 3 minutes. It's tougher in a minute or less. But stay with one topic on a spot.

What about announcements of meetings or other events? We put them on cards to be reported by the station announcer. Since it takes 3 weeks for the cartridges to get to the third station, the cards do not necessarily travel with them. Nor are they always used at the same time as the cartridges.

One other advantage of cartridges is that it is convenient to repeat the message often, since the tape is in a continuous loop and does not have to be rewound. This is especially valuable for publicizing special events, such as field days and farm and home weeks. □

Progress through people

Cooperatives' contributions to farming and communities based on a farm economy here in the United States are legend. Farmers and smalltown businessmen know well the benefits their cooperatives have provided.

Only in recent years, however, has a nationally coordinated effort been made to show other segments of the Nation's people the role of cooperatives in this business of producing, processing, and distributing the national output of food and fiber. This effort is conducted under the title of "Co-op Month" throughout October. The theme of the 1969 observance is "Progress Through People."

There are, among many, three major reasons for telling the story of cooperatives.

For one, the majority of cooperatives are small, locally owned businesses. They do not individually attract widespread attention or public interest beyond the scope of their operations. As a single business they make little impact on the total economy. Their impact comes from the combined contributions of the many thousands located throughout the country.

Secondly, many present day members' appreciation for the influence of cooperatives in the marketplace is a product of history. Their experience does not include the initial impact that the typical cooperative brings to bear

at its founding. Therefore, such observances are essential to their understanding of the cooperative role in the national economy. This understanding is essential to sound guidance and development of the recent surge in new cooperative formation.

Thirdly, cooperatives exert a tremendous pressure to maintain and improve product quality. This interest in quality has made many trade names famous through the world. Sunkist, Donald Duck, Diamond walnuts, Ocean Spray, Sunsweet, and Sun-Maid are just a few hallmarks of quality that grew out of a quality conscious cooperative effort on the part of the producers.

And then cooperatives have made a tremendous impact on business and society in general. They have served as innovators and leaders in technology, and as pacemakers on pricing and services. They have given producers a stronger voice in the marketplace, and have provided communities a larger tax base. They also have served as community models of true democracy in action.

"Progress Through People" is a fitting theme for the 1969 observance. There are few, if any, in this country whose lives have not been positively affected by the cooperative effort. This is the story your Co-op Month Committee can tell as part of your local observance activities.—WJW